

Mother's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$1.3 BILLION	74%
FLOWERS	\$3.2 BILLION	75%
CLOTHING	\$3.3 BILLION	51%
GIFT CARDS	\$3.6 BILLION	55%
ELECTRONICS	\$4.4 BILLION	29%
SPECIAL OUTING	\$6.4 BILLION	63%
JEWELRY	\$7.5 BILLION	45%

OVERALL MOTHER'S DAY SPENDING



84%

Of people plan to celebrate Mother's Day in the U.S.



33%

Online shopping is the most popular shopping destination.



\$284.25

Average expected spending on Mother's Day in the U.S.



\$38 BILLION

Planned spending in the U.S. on Mother's Day in 2026, the highest and exceeds previous record in 2023 of \$35.7 billion.

MISSOURI FACTS



10,943

The number of restaurants in Missouri to take your mother to brunch on a special outing.



OLIVER & AMELIA

The most popular baby names in Missouri according to the Social Security Office in 2024.



73,794

The number of mothers, ages 15 to 50, who gave birth in 2024.



17,030

The estimated number of Missouri workers in the child care services industry in 2025.